It is extremely important that there be "strict" protection for consumers from telemarketers and others soliciting from those who do not wish to be contacted. People have a right to that privacy. By opting to be on a "Do Not Call" registry list, they are requesting that they do not be called and that privacy should be honored. They are "exercising" a right to be put on a list to not be called. Why should "big business" lobby have a right to overrule, ignore or not respect that basic right? They still have access to market and solicit those who have not put themselves on a list!